AUCTION DATES

Chrysler Motors

April 12 — American Auto Auction, Walpole, Mass.; Portland Auto Auction, Portland, Ore.; Golden Gate Auto Auction, Fremont, Calif.; and Hatfield Auto Auction, Hatfield, Pa.

April 13 — Southwest Auto Auction, Phoenix, Ariz.; Butler Auto Auction, Gibsonia, Pa.; A.D.E. of Birmingham, Birmingham, Ala.; Minneapolis Auto Auction, Plymouth, Minn.; and Denver Auto Auction, Aurora, Colo.

April 14 — Aptco Auto Auction, Taylor, Mich.; Clanton's Auto Auction, Darlington, S.C.; Northway Exchange, Clifton Park, N.Y.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Big Sky Auto Auction Inc., Billings, Mt.

April 15 — Manheim Auto Auction, Manheim, Pa.

Ford Motor Co.

April 12 — Bay Cities Auto Auction Inc., Hayward, Calif.

April 13 — Concord Auto Auction, Acton, Mass., and Lakeland Auto Auction, Lakeland, Fla.

April 14 — Greater Chicago Auto Auction, Chicago; Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Interstate Auto Auction, Mercer, Pa.; Nashville Auto Auction, Nashville, Tenn.; Southwest Auto Auction, Phoenix, Ariz.; and 166 Auto Auction, Springfield, Mo.

April 19 — South Seattle Auto Auction, Kent, Wash.

General Motors

April 12 — Southern Auto Auction, East Windsor, Conn., and Dallas Auto Auction, Grand Prairie, Texas

April 13 — Atlanta Auto Auction, Atlanta; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis; Omaha Auto Auction, Omaha, Neb.; and Mississippi Auto Auction, Hattiesburg, Miss.

April 14 — Arena Auto Auction, Chicago; Ohio Auto Auction, Grove City, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; and Utah Auto Auction, West Bountiful, Utah

Model Breakdown
Auction Averages

	MARCH 1988	FEB 1988	JAN 1987
1988	$12,283	$10,741	$8,839
1987	$8,682	$8,443	$8,435
1986	$6,927	$6,732	$6,516
1985	$5,837	$5,731	$5,501
1984	$4,380	$4,363	$4,349
1983	$3,765	$3,689	$3,362
1982	$2,534	$2,454	$2,303
1981	$1,906	$1,817	$1,926
Overall Average	$5,589	$5,309	$4,841

Used Car Sales
Auction Averages

March 1988	$5,589
Month ago	$5,350
Year ago	$5,839

Virginia adopts 65 mph

RICHMOND, Va. — Virginia has increased the speed limit on its rural Interstate highways to 65 mph from 55 mph. It was the [illegible] state to do so.

Manheim boosts auction tally to 21 in U.S., Canada

Atlanta-based Manheim Auctions has purchased or opened four facilities since December, bringing the number of auctions owned by the company to 21 in the United States and Canada.

The company also has launched a capital-improvement program at several of its sites.

Manheim's most recent acquisition is Dealers Auto Auction in Grand Prairie, Texas, for an undisclosed amount.

Registrations for Dealers Auto Auction's Tuesday sale exceed 500 vehicles. It has 20 acres for parking and future expansion and also has a reconditioning facility. The auction specializes in bank repossessions and Ford Motor Credit sales.

Darryll M. Ceccoli, Manheim executive vice president, said the auction will develop its dealer consignment and repossession business.

In December, Manheim purchased Bishop Brothers Auction in Atlanta for an undisclosed amount. The auction specializes in dealer consignments and vehicles from utility companies. It registers about 500 vehicles each week at its Tuesday auction.

AUCTION BRIEFS

CHARLES THOMAS

In January, Manheim opened its multimillion-dollar Riverside Auto Auction in Riverside, Calif.

In March, Manheim reopened the beleaguered Oshawa Auto Auction in Oshawa, Ontario, after purchasing it in January for an undisclosed price. Manheim renamed it the Manheim Oshawa Dealer Exchange.

The Oshawa Auto Auction had closed in December when Lloyd's Bank in Whitby seized $1.5 million in funds, leaving about 150 dealers in the lurch. The bank had held the proceeds from several weekly sales. The auction then went into receivership until Manheim purchased it.

The auction registers about 500 vehicles for its Wednesday sale each week including repos and dealer consignments.

Meanwhile, Manheim's Florida Auto Auction of Orlando added two lanes, making is the largest in the country with 13 lanes. Manheim's Metro Milwaukee Auto Auction in Caledonia, Wis., will open two additional lanes in July, increasing the number of lanes from five to seven.

Manheim's NADE in Bordentown, N.J., will open its new reconditioning facility in May. That will give the auction — already a leader in dealer consignments — the capability of attracting fleet and lease, institutional and factory business.

Kruse goes to Europe

Kruse International has announced expansion of its classic-car auction sales to West Germany, Switzerland and Luxembourg.

The Indiana-based company held its first overseas sale April 1-2 in Dusseldorf, West Germany.

A private-collection sellout will be held April 15-19 in Switzerland. Kruse will hold a collector car auction in Luxembourg in November.

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AN 4/88

Runaway-car dilemma

NHTSA reviews X-car decision for clues

By Matt DeLorenzo
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — As it tries to find the cause of sudden acceleration, NHTSA is reviewing the recent GM X-car court decision, which says that consumer complaints do not necessarily indicate a vehicle defect.

"The subject of sudden acceleration is a complex matter involving possible vehicle defects as well as the interaction of drivers and vehicles," said Diane K. Steed, NHTSA administrator, in response to a wide-ranging inquiry on the subject from Rep. John Dingell, D-Mich.

She indicated that the agency is studying the recent X-car decision to consider its implications regarding the investigation of sudden-acceleration complaints.

In quantifying the problem, she said that not all reports of sudden acceleration fit into NHTSA's definition of the problem.

"NHTSA uses the term 'sudden acceleration' to apply to reports of powerful, unwanted vehicle acceleration that began when the vehicle was stationary or moving slowly with an accompanying loss of brakes," Steed wrote.

She added that most of the cases occur when shifting from park. "In many instances, power output in these events has reportedly been sufficiently high to spin the drive wheels, the drivers reported a total lack of braking effectiveness, and the vehicles reportedly did not stop until they crashed or otherwise were prevented from moving," Steed said.

She said that while the majority of cases investigated by NHTSA fall into that category, "We have also received reports of other kinds of unwanted acceleration or change in engine speed, but we do not classify these reports as 'sudden-acceleration' incidents."

Steed indicated that some private groups and individuals have counted any incident involving an unexpected speed increase as a sudden-acceleration incident.

Including such incidents in the definition of sudden acceleration would make the definition too broad for one cohesive investigation, she said.

When NHTSA receives complaints on sudden acceleration and the complaints center on a single component — like a stuck throttle — Steed said the agency now classifies the investigation by that component rather than under the broad heading of sudden acceleration.

According to Steed, NHTSA has determined the following facts surrounding the cases:

- No passenger-car engine can produce the power required for sudden acceleration unless the throttle valve is fully or almost fully open. NHTSA believes that no electrical, fuel or other system malfunction can increase power output unless an adequate volume of air is introduced into the engine. Therefore, the defect must somehow be connected to the throttle valve.
- Applying the brake with moderate force will easily stop a passenger car under normal conditions, even if the engine is producing maximum power, if the braking system is functioning properly.
- Almost all vehicles investigated for sudden acceleration have hydraulic braking systems not dependent upon or affected by the electrical system.
- In a small number of cases, conclusive evidence demonstrates that drivers did inadvertently step on the accelerator pedal and continued to believe afterwards they had been pressing on the brake.
- Reports of sudden acceleration have been received for all groups of automatic transmission-equipped cars produced by all major manufacturers.
- Vehicle defects that may contribute to sudden acceleration have been found in some cases, resulting in safety-recall campaigns.

NHTSA said it believes that shift-lock systems, as installed by Audi and other manufacturers, "will prevent sudden acceleration under certain circumstances. In general, shift-lock systems appear to be beneficial, but it is premature to judge the extent of their effectiveness at this time."

The agency said it observed a significant reduction in the number of sudden-acceleration accidents involving Audi 5000 models since the shift-lock system began to be installed in late 1986. NHTSA is conducting an audit of Audi and Nissan recalls that installed shift locks.

Steed told Dingell that sudden acceleration is apparently a problem in Japan, Canada and Europe as well.

Steed concluded, "There is much public information to suggest that a substantial portion of the sudden-acceleration problem is caused by pedal error.

"While much of the technical evidence may support the inference that drivers have applied their accelerator pedals in many of the sudden-acceleration incidents, this by itself does not preclude the possibility that vehicle defects have contributed to the cause of these incidents to a degree sufficient to make such defects subject to recalls."

DINGELL

FROM PAGE 2

make the rulings a mockery and allow the importer too great a leeway.

"But if the referenced decisions are an example of how Customs interprets its regulations, then the rulings may, in fact, be a mockery in application at least."

In backing its position, the staff said that the original letter rulings with Suzuki were issued in 1984, while Mitsubishi's date back to 1985 and 1986.

The report concluded that the regulations provide for revocations or modification. It added, "But that must occur prospectively. You may want to urge revocation of the old rulings."

In addition to having Customs review its decision, Dingell asked the General Accounting Office to examine the matter.

"I also question whether such old rulings should, under the regulations, be allowed to continue indefinitely, particularly in light of the fact, as you point out, that these vehicles are being used in the United States as passenger vehicles. A revocation (or modification at least) appears to be in order now," Dingell wrote.

Customs has promised to review the matter and issue new guidelines subject to public comment, but as of late last week, had still to open a comment period on the issue.

DOMESTIC DAYS' SUPPLIES

	Apr. 1, 1988	Mar. 1, 1988	Apr. 1, 1987
Alliance	70	71	182
Eagle	63	61	117
Premier	133	193	—
Total Eagle	117	143	172
Horizon	71	79	76
Sundance	69	76	94
Turismo	92	112	69
Reliant	40	43	48
Caravelle	50	60	70
Gran Fury	52	53	102
Total Plymouth	54	57	68
Laser	—	—	62
LeBaron K	84	119	84
LeBaron J	43	58	99
LeBaron GTS	147	191	75
Fifth Avenue	47	68	65
New Yorker C	82	77	—
New Yorker E	26	26	96
Total Chrysler	58	66	83
Omni	78	97	71
Shadow	67	63	77
Charger	89	115	59
Daytona	48	67	80
Aries	47	55	48
Lancer	159	190	85
Diplomat	77	118	111
Dynasty	35	59	—
Dodge 600	61	60	77
Total Dodge	56	69	67
CHRYSLER MTRS.	58	67	72
Escort	62	85	62
Mustang	44	65	27
Tempo	59	46	71
Taurus	47	58	75
Thunderbird	81	90	61
Probe	80	—	—
Crown Victoria	47	61	61
Total Ford Div.	55	66	61
Lynx/Tracer	101	89	89
Topaz	66	62	69
Sable	52	51	87
Cougar	74	96	85
Grand Marquis	40	49	55
Total Mercury	62	67	76
Continental	10	23	55
Lincoln	67	66	53
Mark VII	57	70	61
Total Lincoln	51	58	54
Total L-M Division	59	65	70
FORD MOTOR CO.	56	65	64
Skyhawk	118	78	179
Somerset Regal	71	67	120
Century	53	46	95
Regal	78	70	89
LeSabre	43	45	92
Reatta	92	99	—
Electra	57	51	119
Riviera	68	56	69
Total Buick	61	56	105
Cimarron	131	159	179
Allante	147	194	43
Seville	69	55	67
Cadillac	77	86	114
Eldorado	64	80	112
Total Cadillac	79	86	112
Chevette	126	117	53
Nova	68	56	132
Cavalier	56	63	55
Camaro	73	111	60
Celebrity	66	64	56
Corsica/Beretta	63	57	148
Monte Carlo	112	151	146
Chevrolet	89	88	94
Corvette	75	100	101
Total Chevrolet	67	69	78
Firenza	137	45	135
Calais	74	70	59
Cutlass Ciera	49	37	70
Cutlass Supreme	71	71	74
Olds 88	56	61	85
Olds 98	56	65	147
Toronado	75	62	97
Total Oldsmobile	61	56	81
Fiero	106	79	117
1000	85	28	66
Sunbird	56	57	86
Firebird	51	72	80
Grand Am	48	49	49
6000	59	48	95
Grand Prix	42	51	—
Bonneville H	47	37	—
Parts./Safari	76	94	24
Total Pontiac	52	51	81
GENERAL MTRS.	53	62	85
HONDA	12	11	8
MAZDA*	50	51	—
NISSAN	63	98	66
TOYOTA	34	39	66
VOLKSWAGEN	152	127	124
DOM. TOTAL	58	62	74
Subcompact	45	54	—
Compact	52	53	—
Intermediate	59	64	—
Standard	58	63	—
Specialty	94	92	—

Domestic-car supply declines to 58 days

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

The industry's inventory of unsold U.S.-built cars stood at 1,574,529 units on April 1, equal to a 58-day supply at current selling rates. It was the lowest days' supply since October and the lowest number of cars since November.

On April 1, 1987, the stockpile amounted to 1,945,438 units, a 74-day stock at the then-current rate of sales.

Industry stocks of domestic new cars totaled 1,608,461 units on March 1 this year, a 62-day supply.

Stocks have been trimmed by a variety of retail and dealer incentives. Also, Ford Motor Co., Chrysler Motors and General Motors closed plants during part of March for model changeover or inventory adjustments.

As a rule of thumb, a 60-day supply of domestic cars is considered optimal.

By company, inventories shaped up this way on April 1: GM, 51.35 percent; Ford Motor, 28.71 percent; Chrysler Motors, 15.55 percent; Volkswagen, 1.53 percent; Nissan, 1.15 percent; Honda, 0.97 percent; Toyota, 0.41 percent; and Mazda, 0.33 percent.

A month earlier, inventories by company were: GM, 51.05 percent; Ford, 28.75 percent; Chrysler, 16.49 percent; VW, 1.26 percent; Nissan, 1.13 percent; Honda, 0.77 percent; Toyota 0.32 percent; and Mazda, 0.23 percent.

The inventory by size class shaped up this way April 1: Intermediate, 42.90 percent; compact, 24.26 percent; standard, 18.79 percent; subcompact, 12.78 percent; and specialty, 1.27 percent.

A year earlier, size-class inventories were: Intermediate, 42.55 percent; compact, 23.65 percent; standard, 19.16 percent; subcompact, 13.37 percent; and specialty, 1.27 percent.

A slight drop was noted in Eagle Premier stocks, which fell to 133 days on April 1 from 143 days on March 1.

There was a more abrupt decline for Chrysler LeBaron K with a days' supply drop to 84 days from 119. Dodge Lancer stocks eased to 159 days from 190.

At Ford, as of April 1 there was a 60-day supply of Ford Probe, which goes on sale officially May 12. Dealers, however, have been selling the cars as they receive them.

The red-hot Lincoln Continental is in extremely short supply and an Automotive News analysis indicates there is only a 10-day supply of that car in dealers' hands or in transit.

At Cadillac, a look at stocks of Allante shows a 147-day supply, down significantly from 194 days a month earlier.

Also at GM, the supplies of GM10 cars remained low but healthy. The supply of Buick Regal was 78 days, up from 70 a month earlier.

The Oldsmobile Cutlass Supreme figure was 71 days on April 1, unchanged from March 1, and Pontiac Grand Prix was down to 42 days, from 51 days a month before.

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DOMESTIC CAR SALES

	March 21, to March 31, 1988	Same Period, 1987	March 1988	Same Month, 1987	Jan. 1 to March 31, 1988	Same Period, 1987
Alliance	293	0	739	2,339	2,447	6,579
Eagle	79	0	208	409	910	1,091
Premier	1,481	0	3,020	0	6,375	0
Total Eagle	1,853	1,196	3,967	2,748	9,732	7,670
Horizon	2,477	2,680	5,109	6,719	11,686	19,964
Sundance	3,216	2,786	7,481	6,203	18,331	15,504
Turismo	82	1,744	176	3,952	518	7,589
Reliant	5,634	4,759	13,501	12,533	38,720	27,736
Caravelle	857	1,314	2,151	4,157	6,163	9,028
Gran Fury	502	229	1,086	477	2,977	1,242
Total Plymouth	12,768	13,512	29,504	34,041	76,395	81,003
Laser	0	364	0	858	0	2,274
LeBaron K	1,592	2,374	3,262	5,611	7,760	12,617
LeBaron J	4,422	1,828	12,989	4,050	30,274	8,504
LeBaron GTS	713	1,740	1,624	4,218	4,485	9,587
Fifth Avenue	2,743	2,172	6,659	4,652	18,205	10,241
New Yorker C	2,414	0	5,511	0	12,924	0
New Yorker E	1,037	2,884	3,247	5,804	11,786	12,654
Total Chrysler	12,921	11,362	33,292	25,393	85,434	55,877
Omni	2,271	2,306	4,948	5,563	10,686	16,692
Shadow	3,371	2,502	7,787	5,929	21,529	15,544
Charger	79	1,936	207	4,551	502	8,674
Daytona	3,124	1,136	7,943	2,805	18,397	5,850
Aries	4,877	4,543	11,380	10,880	30,669	25,780
Lancer	499	1,353	1,127	2,987	3,086	8,007
Diplomat	1,104	308	2,347	694	4,815	2,220
Dynasty	4,442	0	9,397	0	16,808	0
Dodge 600	816	1,496	1,694	3,806	5,438	8,963
Total Dodge	20,583	15,580	46,830	37,215	111,930	91,730
CHRYSLER MOTORS	48,125	41,652	113,593	99,397	283,491	236,280
Escort	15,290	14,987	34,737	38,302	92,059	84,561
Mustang	9,853	8,031	22,155	21,551	49,347	49,974
Tempo	10,259	9,051	25,164	24,177	72,250	60,821
Taurus	15,452	12,779	39,445	32,070	101,901	78,535
Thunderbird	5,651	3,771	12,973	10,879	33,937	27,193
Probe	1,296	0	2,401	0	2,401	0
Crown Victoria	5,950	4,412	12,685	11,539	30,873	26,206
Total Ford Div.	63,751	53,031	149,560	138,518	382,768	327,290
Lynx/Tracer	2,297	2,838	5,230	6,371	15,711	13,522
Topaz	3,376	2,575	7,579	7,054	20,372	17,465
Sable	4,843	4,119	11,456	9,593	31,169	22,203
Cougar	5,159	4,209	11,994	9,991	28,826	22,326
Grand Marquis	5,500	4,667	11,906	10,998	28,636	23,134
Total Mercury	21,175	18,408	48,165	44,014	124,714	101,160
Continental	2,161	645	4,942	1,413	10,500	3,564
Lincoln	5,468	5,817	11,614	10,915	29,839	25,135
Mark VII	1,035	1,348	2,354	2,468	5,724	5,480
Total Lincoln	8,664	7,810	18,910	14,796	46,063	34,179
Total L-M Division	29,839	26,218	67,075	58,810	170,777	135,339
FORD MOTOR CO.	93,590	79,249	216,635	197,328	553,545	462,629
Skyhawk	1,207	1,507	2,575	3,428	8,635	8,037
Somerset Regal	2,295	2,887	4,841	7,142	15,386	17,291
Century	4,819	5,722	9,872	14,710	30,165	35,963
Regal	5,583	2,026	11,203	5,064	30,089	11,579
LeSabre	8,314	4,406	15,995	11,178	43,493	30,583
Reatta	127	0	242	0	517	0
Electra	3,942	2,460	7,005	6,363	23,505	17,213
Riviera	339	643	862	1,969	2,959	7,016
Total Buick	26,626	19,631	52,596	49,854	154,749	127,692
Cimarron	334	448	743	1,075	1,855	2,853
Allante	177	82	333	270	809	329
Seville	737	856	1,605	2,024	4,696	7,044
Cadillac	8,898	5,686	18,880	15,424	47,581	43,180
Eldorado	1,342	579	3,058	1,355	6,278	4,977
Total Cadillac	11,488	7,653	24,599	20,148	61,219	58,383
Chevette	16	926	43	2,638	145	11,908
Nova	5,816	4,558	12,928	9,691	33,457	21,911
Cavalier	12,646	11,133	27,676	35,461	71,347	95,210
Camaro	4,674	5,203	10,565	13,536	22,922	32,597
Celebrity	11,495	14,673	24,314	35,877	71,288	85,642
Corsica/Beretta	17,653	4,099	38,032	8,911	101,120	12,573
Monte Carlo	2,011	2,310	4,432	5,462	11,680	13,606
Chevrolet	7,074	6,419	16,277	16,097	40,420	40,847
Corvette	1,120	997	2,642	2,322	6,188	5,668
Total Chevrolet	62,505	50,318	136,909	129,995	358,567	319,968
Firenza	433	707	831	1,454	4,222	3,798
Calais	4,526	4,287	9,162	10,768	25,836	25,299
Cutlass Ciera	9,914	10,992	19,835	25,747	59,451	62,584
Cutlass Supreme	6,167	4,891	10,867	11,896	26,458	28,656
Olds 88	8,429	6,811	16,885	16,903	46,919	40,727
Olds 98	3,779	2,293	7,353	5,488	20,979	14,717
Toronado	644	590	1,455	1,372	3,909	3,901
Total Oldsmobile	33,892	30,571	66,388	73,630	187,774	179,682
Fiero	883	2,140	2,529	4,666	7,868	11,385
1000	0	323	13	868	113	2,715
Sunbird	2,780	3,889	7,438	8,883	20,443	21,789
Firebird	2,490	3,029	6,948	7,336	15,570	16,788
Grand Am	8,653	8,247	22,022	19,193	60,204	50,681
6000	3,815	5,580	8,173	12,280	24,783	31,314
Grand Prix	2,851	806	9,479	1,847	17,236	4,990
Bonneville H	3,505	0	9,584	0	32,344	0
Parts /Safari	240	4,124	595	10,317	1,960	24,073
Total Pontiac	25,217	27,909	66,781	65,380	180,521	163,745
GENERAL MOTORS	159,728	136,082	347,273	339,007	942,830	849,470
HONDA	20,425	16,635	36,191	28,476	86,166	76,225
Civic	5,191	4,368	8,773	7,966	20,878	25,114
Accord	15,234	12,267	27,418	20,510	65,288	51,111
MAZDA	1,511	0	2,814	0	5,982	0
NISSAN	3,984	4,835	7,784	10,130	17,621	23,698
TOYOTA	2,883	1,960	5,162	3,455	12,938	7,294
VOLKSWAGEN	2,475	2,145	4,286	4,324	11,449	10,951
DOMESTIC TOTAL	332,721	282,358	733,738	682,117	1,914,022	1,666,748
IMPORT TOTAL			269,433	246,543	734,106	661,231
INDUSTRY TOTAL			1,003,171	928,660	2,648,128	2,327,979

March deliveries increase 7.57%

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

New-car sales in the United States showed a substantial gain in March, rising 7.57 percent above those a year earlier. Sales surged late in the month and were up a lusty 17.84 percent in the month's closing 10-day period.

Deliveries of domestics and imports totaled 733,738 cars for the month, compared with 682,117 last year.

Manufacturers are using everything in their tackle boxes as they fish for customers in this country's strong retail market.

The bait these days includes factory rebates in cash, cut-rate option packages, clearance discounts, first-time-buyer deals, bargain-basement financing programs, breaks for college graduates and even a U.S. savings bond as a premium from a Japanese company.

The lures are being floated in front of shoppers looking at cars, trucks and sport-utilities.

All of the domestic makers except Volkswagen and Nissan reported gains in March. Nissan had a significant falloff of 23.16 percent, while VW had a slight dip of 0.88 percent.

Toyota sales increased 49.41 percent as retail deliveries climbed to 5,162 units from 3,455 a year earlier. Mazda, which began building cars in this country in September, reported sales of 2,814 units for March.

Honda dealers sold 27.09 percent more U.S.-built cars this March than in 1987, and Chrysler Motors' dealers were up 14.28 percent. Ford Motor Co. dealers gained 9.78 percent for the month, and GM dealers advanced 2.44 percent.

Toyota's sales in the March 21-31 span rose to 2,883 units from 1,960 last year, a gain of 47.09 percent. Honda was up 22.78 percent; Ford Motor Co. climbed 18.10 percent; and General Motors' sales increased 17.38 percent.

Chrysler sales rose 15.54 percent, and VW reported a 15.38 percent gain during the 10-day selling period.

Nissan sales were off 14.05 percent, while Mazda's domestic-car sales totaled 1,511 units in the period.

There were 27 selling days in March this year, compared with 26 in March 1987. There were 10 selling days in the month's closing sales period this year compared with nine last year.

Chrysler Motors said March was a record month for Plymouth Sundance, Dodge Shadow and Daytona and Chrysler LeBaron coupes.

Ford Division said sales were the best for any March since 1979.

Acura recorded more sales in March than in any previous month.

Where the U.S. market was, March 1988

	Total Sales	Pct. of Total
SUBCOMPACT	85,466	8.52
COMPACT	196,188	19.56
INTERMEDIATE	307,486	30.65
STANDARD	138,852	13.84
SPECIALITY	5,746	0.57
IMPORT	269,433	26.86
TOTAL	1,003,171	100.00

IMPORTED CAR SALES

	March 1988	March 1987	3 Mos. 1988	3 Mos. 1987
Acura	10,470	8,774	28,495	21,497
Alfa Romeo	545	538	1,306	1,636
Audi	1,843	2,489	5,274	6,533
BMW	6,403	7,504	16,762	19,077
Chevrolet	10,111	10,571	31,118	29,314
Chrysler	963	1,291	2,405	2,870
Daihatsu	804	0	2,587	0
Dodge	5,277	5,335	14,179	14,240
Ford	6,894	0	18,062	0
Eagle	1,624	1,139	6,523	1,139
Honda	18,567	21,536	59,840	63,815
Hyundai	26,166	19,502	71,026	56,164
Isuzu	1,675	1,917	4,684	5,489
Jaguar	1,854	1,545	4,422	4,068
Maserati	104	123	249	248
Mazda	22,430	19,188	58,838	40,280
Mercedes-Benz	7,603	7,946	19,302	22,120
Mercury	764	1,219	2,267	2,115
Mitsubishi	5,790	6,431	16,273	14,071
Nissan	39,536	41,824	92,163	119,452
Peugeot	563	714	1,247	2,273
Plymouth	4,691	4,643	12,802	12,543
Pontiac	6,843	0	13,996	0
Porsche	1,872	2,394	4,426	5,863
Saab	3,996	3,817	9,791	10,762
Sterling	937	1,535	3,054	2,576
Subaru	13,951	13,862	36,498	34,943
Toyota	42,734	37,099	127,050	101,117
Volkswagen	12,567	8,474	36,421	20,987
Volvo	8,293	10,562	24,123	32,224
Yugo	3,563	4,571	8,921	13,804
TOTAL	269,433	246,543	734,106	661,231

Sales charts compiled by Karen Dellowski

U.S. CAR SALES BY MARKETING UNITS

	March 1988	Percent Share	March 1987	Percent Share	3 Mos., 1988	Percent Share	3 Mos., 1987	Percent Share
Alfa Romeo	545	0.05	538	0.06	1,306	0.05	1,636	0.07
American Honda	65,228	6.50	58,786	6.33	174,501	6.59	161,537	6.94
BMW	6,403	0.64	7,504	0.81	16,762	0.63	19,077	0.82
Buick	52,596	5.24	49,854	5.37	154,749	5.84	127,692	5.49
Cadillac	24,599	2.45	20,148	2.17	61,219	2.31	58,383	2.51
Chevrolet	147,020	14.66	140,566	15.14	389,685	14.72	349,282	15.00
Chrysler	34,255	3.41	26,684	2.87	87,839	3.32	58,747	2.52
Daihatsu	804	0.08	0	0.00	2,587	0.10	0	0.00
Dodge	52,107	5.19	42,550	4.58	126,109	4.76	105,979	4.55
Eagle	5,591	0.56	3,887	0.42	16,255	0.61	8,809	0.38
Ford	156,454	15.60	138,518	14.92	400,830	15.14	327,290	14.06
Hyundai	26,166	2.61	19,502	2.10	71,026	2.68	56,164	2.41
Isuzu	1,675	0.17	1,917	0.21	4,684	0.18	5,489	0.24
Jaguar	1,854	0.18	1,545	0.17	4,422	0.17	4,068	0.17
Lincoln	18,910	1.89	14,796	1.59	46,063	1.74	34,179	1.47
Maserati	104	0.01	123	0.01	249	0.01	248	0.01
Mazda	25,244	2.52	19,188	2.07	64,820	2.45	40,280	1.73
Mercedes	7,603	0.76	7,946	0.86	19,302	0.73	22,120	0.95
Mercury	48,929	4.88	45,233	4.87	126,981	4.80	103,275	4.44
Mitsubishi	5,790	0.58	6,431	0.69	16,273	0.61	14,071	0.60
Nissan	47,320	4.72	51,954	5.59	109,784	4.15	143,351	6.16
Oldsmobile	66,388	6.62	73,630	7.93	187,774	7.09	179,682	7.72
Peugeot	563	0.06	714	0.08	1,247	0.05	2,273	0.10
Plymouth	34,195	3.41	38,684	4.17	89,197	3.37	93,546	4.02
Pontiac	73,624	7.34	65,380	7.04	194,517	7.35	163,745	7.03
Porsche	1,872	0.19	2,394	0.26	4,426	0.17	5,863	0.25
Saab	3,996	0.40	3,817	0.41	9,791	0.37	10,762	0.46
Sterling	937	0.09	1,535	0.17	3,054	0.12	2,578	0.11
Subaru	13,951	1.39	13,862	1.49	36,493	1.38	34,943	1.50
Toyota	47,896	4.77	40,554	4.37	139,988	5.29	108,411	4.66
Volvo	8,293	0.83	10,562	1.14	24,123	0.91	32,224	1.38
VWoA	18,696	1.86	15,287	1.65	53,144	2.01	38,471	1.65
Yugo	3,563	0.36	4,571	0.49	8,921	0.34	13,804	0.59
TOTAL	1,003,171	100.00	928,660	100.00	2,648,128	100.00	2,327,979	100.00
TOTAL GM	364,227	36.31	349,578	37.64	987,943	37.31	878,784	37.75
TOTAL FORD	224,293	22.36	198,547	21.38	573,874	21.67	464,744	19.96
TOTAL CHRYSLER	126,148	12.57	111,805	12.04	319,400	12.06	267,081	11.47
TOTAL JAPANESE	207,906	20.73	192,692	20.75	549,135	20.74	506,062	21.83
TOTAL EUROPEAN	54,429	5.43	56,536	6.09	146,749	5.54	153,124	6.58
TOTAL KOREAN	26,166	2.61	19,502	2.10	71,026	2.68	56,164	2.41

Big 3 totals include their captive imports.
Percent share may contain slight rounding error due to rounding.

PRODUCTION

Truck output hits quarter, March highs

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

U.S. truckmakers cranked out more trucks in the first quarter of this year than in any previous quarter and in the process set a new monthly record.

Truck output for the three-month span totaled 1,079,887 units, surpassing the previous quarterly high of 1,009,342 in the second quarter of 1987.

First-quarter truck production was 8.24 percent higher than the year-ago quarter when 997,608 were produced.

March's truck output of 396,997 units was the highest production for any month, surpassing the previous record of 369,394 set in October 1987.

Last month's build was 12.94 percent more than February's 351,498 and 9.82 percent more than the year-ago month's 361,490.

Last week's scheduled truck output of 74,809 was an increase of 11.47 percent over the prior week's 67,113, but it fell 7.18 percent below the year-ago week's 80,594.

Car output during the first three months of this year totaled 1,700,404 units, a 18.18 percent decrease from the first quarter of 1987 when 2,078,179 units were assembled.

March production of 659,793 cars was 17.09 percent higher than February's 563,508, but it was 11.17 percent below the year-ago month's 742,780.

Automakers scheduled 133,820 cars last week, 5.60 percent more than the previous week's 126,723, but 17.67 percent below the year-ago week's 162,550.

Volkswagen of America's plant in Westmoreland, Pa., is idle for model changeover. It is scheduled to reopen May 9.

Canada posts truck records

Canadian truck manufacturers set a record during the first quarter of this year and also for March.

First-quarter truck output totaled 245,463 units, the highest output for any quarter. The total surpassed the prior record of 241,250 built in the second quarter of 1986.

First-quarter truck production was 23.14 percent more than the year-ago quarter's 199,337.

March output of 91,612 trucks was the highest for any month, surpassing the former peak of 86,525 set in April 1986.

Last month's truck build was 14.26 percent more than February's 80,177 and 23.11 percent more than the year-ago month's 74,415.

Car output for the first quarter totaled 288,485, the highest for that quarter since 1979 when 294,832 cars were built. It was 25.14 percent more than the year-ago quarter's 230,535.

March car production was 110,143, the highest monthly output since April 1986 when 111,533 cars were built, and the highest output for March since 1978 when 112,128 units were assembled.

Last month's car production was 19.82 percent more than February's 91,922 and 43.56 percent more than the year-ago month's 76,721.

U.S. CAR	Week Ended April 9, 1988	Week Ended April 11, 1987	Week Ended April 2, 1988	March Total	Jan. 1 to April 9, 1988	Jan. 1 to April 11, 1987
Alliance	0	770	0	0	0	9,412
Total Eagle	0	770	0	0	0	9,412
Horizon	2,000	0	1,516	8,075	24,021	32,997
Sundance	1,600	2,684	1,997	10,187	29,410	31,429
Reliant	1,750	2,480	1,991	10,308	24,228	36,305
Caravelle	400	1,165	527	2,063	5,503	16,920
Gran Fury	200	146	169	690	3,016	325
Total Plymouth	5,950	6,455	6,202	31,323	86,178	117,978
LeBaron K	400	2,052	400	2,398	4,562	25,626
LeBaron J	1,900	3,535	1,542	8,827	15,781	25,093
LeBaron GTS	100	1,133	190	906	2,417	11,680
N. Yorker E-Class	0	2,273	0	0	(1,700)	25,359
N. Yorker C-Class	1,900	0	1,852	10,499	30,172	0
Fifth Avenue	250	1,606	158	1,294	11,448	6,060
Total Chrysler	4,150	10,599	4,142	23,952	62,700	93,838
Omni	2,000	0	1,521	8,004	23,662	28,363
Daytona	1,500	1,767	1,557	6,923	15,019	12,561
Shadow	1,600	2,945	1,577	10,191	29,833	28,774
Aries	1,950	2,401	1,766	9,022	20,453	32,323
Dodge 600	350	1,185	359	1,724	4,569	14,747
Dynasty	1,600	0	2,140	11,686	30,941	0
Lancer	150	622	126	889	3,049	7,911
Diplomat	500	212	457	2,395	6,186	503
Total Dodge	9,650	9,136	9,503	52,834	133,702	125,182
CHRYSLER MOTORS	19,750	26,962	19,847	108,109	282,580	346,408
Escort	7,574	8,282	3,885	16,035	92,324	104,724
Mustang	3,224	4,531	3,634	20,097	60,679	62,832
Tempo	3,268	4,113	3,072	19,036	55,465	56,314
Taurus	6,999	10,013	6,536	36,672	108,792	133,594
Thunderbird	2,783	4,645	2,756	15,332	44,667	42,500
Total Ford Div.	23,848	31,584	19,882	107,972	361,927	399,964
Lynx	0	733	0	0	0	16,365
Topaz	1,117	1,383	1,377	7,299	21,221	16,796
Cougar	1,830	3,079	1,825	11,174	33,788	50,566
Sable	2,820	2,898	2,378	12,523	35,200	42,161
Total Mercury	5,767	8,091	5,580	30,996	90,189	125,888
Continental	893	413	749	4,591	12,264	5,215
Mark VII	451	612	374	2,293	7,225	7,807
Lincoln	2,686	3,075	2,237	13,777	40,960	39,052
Total Lincoln	4,032	4,100	3,360	20,661	60,449	52,074
Total L-M Division	9,799	12,191	8,940	51,657	150,638	177,962
FORD MOTOR CO.	33,647	43,755	28,822	159,629	512,565	577,926
Skyhawk	871	611	875	4,068	10,017	12,654
Skylark/Somerset	606	1,704	291	1,898	6,627	22,703
Century	2,840	3,329	2,368	10,249	20,660	56,797
Regal (rwd)	0	0	0	0	0	12,261
Riviera	128	0	88	660	1,927	5,704
Electra	2,231	0	1,125	6,333	19,827	30,545
LeSabre (fwd)	2,800	3,515	2,315	12,548	35,061	32,339
LeSabre (rwd)	184	291	172	982	2,019	3,865
Reatta	129	0	107	516	1,176	0
Total Buick	9,791	9,650	7,341	37,074	97,314	176,868
Cimmaron	93	0	117	701	3,148	5,665
Eldorado	1,006	0	707	5,062	9,961	7,428
Seville	601	0	425	3,012	6,507	4,636
Brougham* (rwd)	1,121	1,170	1,121	5,603	8,698	25,069
Deville (fwd)	2,832	4,043	3,203	18,403	52,885	51,263
Allante	52	104	52	300	670	760
Total Cadillac	5,705	5,317	5,625	33,081	81,869	94,821
Cavalier	5,671	8,851	5,575	32,380	92,758	104,677
Camaro	1,944	3,276	1,923	8,314	18,974	28,447
Celebrity	2,772	7,744	2,816	14,767	42,555	111,604
Corsica/Beretta	7,168	6,523	7,302	41,692	108,306	71,949
Monte Carlo	0	874	0	0	0	20,476
Caprice	3,140	5,459	2,802	14,603	53,354	63,485
Corvette	352	651	360	2,051	5,914	8,598
Total Chevrolet	21,047	33,378	20,578	113,897	321,861	409,236
Calais	1,312	2,955	1,544	9,318	27,524	31,650
Firenza	317	613	401	1,915	4,749	2,520
Cutlass Ciera	0	3,591	0	0	0	54,816
Cutlass Supreme*	9,137	1,309	9,137	15,683	50,210	18,025
Toronado	405	0	283	2,043	4,690	5,057
88 (fwd)	2,595	3,998	3,562	15,650	43,263	63,418
98 (rwd)	284	471	211	1,055	3,593	5,413
Olds 98	1,303	752	1,536	8,852	24,358	26,231
Total Oldsmobile	15,333	13,687	16,674	54,706	156,387	210,728
Sunbird	1,832	2,480	1,756	9,522	29,310	34,760
Grand Am	3,840	6,236	3,881	21,986	65,345	72,578
Firebird	1,352	2,901	1,345	6,857	15,239	23,053
Grand Prix	2,540	0	2,602	12,933	26,238	0
Pontiac 6000	1,944	0	2,207	11,551	17,930	23,363
Bonneville	2,064	3,125	1,986	8,528	25,967	42,391
Safari/Parisienne	184	405	168	861	2,021	3,847
Fiero	488	0	450	2,764	5,253	9,996
Total Pontiac	14,244	14,227	14,105	76,282	197,303	210,008
GENERAL MOTORS	86,128	78,259	84,323	315,020	846,754	1,101,661
HONDA	7,135	6,830	5,861	35,087	89,972	93,818
Civic	2,250	1,535	1,841	9,305	25,305	31,063
Accord	4,885	5,095	4,220	25,782	74,667	62,755
MAZDA†	2,219	0	1,571	8,401	18,582	0
NISSAN	2,349	2,898	2,358	9,370	22,702	39,229
NUMMI	2,600	4,121	2,640	15,221	44,378	54,774
Corolla	960	844	968	5,808	16,326	11,151
Nova	1,640	3,277	1,672	9,615	28,052	43,623
VOLKSWAGEN	0	1,925	1,291	8,946	17,284	22,793
Golf/GTI	0	1,675	946	6,372	11,731	18,643
Jetta	0	250	345	2,574	5,553	3,950
Total Cars, U.S.	133,820	162,550	126,723	659,793	1,844,817	2,236,809
Total Cars, Canada	27,075	12,086	21,619	110,143	315,171	238,340
U.S., Canada Cars	160,895	174,636	148,342	769,936	2,159,988	2,474,949
U.S., Canada Cars and Trucks	256,054	273,539	230,667	1,259,545	3,561,378	3,788,705

Weekly estimates may contain error of one or two units due to rounding.
*—Delivery. †—Based on sales from the 323 and Protegé.

CANADIAN CAR	Week Ended April 9, 1988	Week Ended April 11, 1987	Week Ended April 2, 1988	March Total	Jan. 1 to April 9, 1988	Jan. 1 to April 11, 1987
Eagle	0	—	0	0	0	—
Premier	1,650	—	1,370	4,454	19,205	—
CHRYSLER MOTORS	1,650	101	1,370	4,454	19,205	2,074
Escort	0	—	0	0	0	—
Lynx	0	—	0	0	0	—
Tempo	4,280	—	3,988	20,161	57,873	—
Topaz	1,350	—	1,116	6,205	19,228	—
Crown Victoria	2,851	—	2,367	13,160	39,176	—
Grand Marquis	2,909	—	2,380	13,178	38,440	—
FORD MOTOR CO.	11,400	11,544	9,581	52,724	154,717	148,965
Celebrity	335	—	288	1,582	5,007	—
Cutlass Ciera	7,225	—	5,951	28,485	67,274	—
Cutlass Supreme	0	—	0	0	0	—
Grand Prix	0	—	0	0	0	—
Pontiac 6000	1,400	—	993	3,588	13,307	—
Regal	4,000	—	2,836	15,484	45,031	—
GENERAL MOTORS	12,960	0	9,970	49,139	130,619	82,254
HONDA	915	216	548	3,175	8,941	2,122
VOLVO	150	225	150	651	1,699	2,925
Total Cars, Canada	27,075	12,086	21,619	110,143	315,171	238,340

U.S. TRUCK☆	Week Ended April 9, 1988	Week Ended April 11, 1987	Week Ended April 2, 1988	March Total	Jan. 1 to April 9, 1988	Jan. 1 to April 11, 1987
Caravan	1,850	—	1,461	9,779	27,577	—
Dakota	2,200	—	2,272	13,076	32,975	—
Mini-Ram Van	300	—	277	1,343	4,261	—
Pickups	1,050	—	1,116	6,359	16,253	—
Total Dodge	5,400	5,999	5,146	30,557	81,066	68,305
Cherokee	3,100	—	2,512	15,948	49,015	—
Commanche	850	—	720	4,336	13,403	—
Grand Wagoneer	250	—	280	1,258	3,835	—
Pickups	0	—	0	0	0	—
Wagoneer	200	—	184	1,217	3,604	—
Total Jeep	4,400	4,386	3,696	22,759	69,857	53,123
Voyager	1,600	—	1,322	9,041	25,547	—
Total Plymouth	1,600	—	1,322	9,041	25,547	—
CHRYSLER MOTORS	11,400	10265	10,164	62,357	176,470	131,428
Aerostar	3,535	—	3,600	21,023	62,587	—
Bronco	1,012	—	967	5,813	17,133	—
Bronco II	2,032	—	2,442	13,806	41,066	—
Econoline	4,078	—	4,160	23,890	69,830	—
Heavy trucks	1,125	—	1,114	6,380	18,362	—
Light trucks	9,529	—	8,303	50,227	141,101	—
Ranger	6,275	—	5,886	33,926	100,266	—
Total Ford Div.	27,586	31,815	26,472	155,067	450,345	435,436
FORD MOTOR CO.	27,586	31,815	26,472	155,067	450,345	435,436
Astro	3,146	—	2,467	16,043	46,084	—
Blazer	525	—	401	2,506	7,465	—
Medium/Heavies	332	—	232	1,591	4,721	—
P-Model	717	—	707	2,317	10,819	—
Pickups	8,487	—	5,126	32,011	88,805	—
S-10	5,338	—	5,315	28,140	77,711	—
S-10 Blazer	2,760	—	2,797	16,291	42,122	—
Sportsvan/Van	1,659	—	1,699	8,084	20,893	—
Suburban	1,365	—	1,078	6,848	19,600	—
Total Chevrolet	22,352	24,151	19,822	113,831	320,310	318,909
Jimmy	152	—	131	877	2,474	—
Medium/Heavies	668	—	777	4,259	12,497	—
P-Model	99	—	113	308	959	—
Pickups	2,128	—	1,401	10,211	29,176	—
S-15	1,253	—	306	6,687	19,253	—
S-15 Jimmy	742	—	732	3,926	10,842	—
Safari	800	—	724	4,165	12,500	—
Suburban	668	—	518	3,292	10,139	—
Vandura/Rally Vans	900	—	316	2,815	11,537	—
Total GMC	7,408	8,216	5,018	36,540	109,377	105,730
GENERAL MOTORS	29,760	32367	24,840	150,371	429,687	424,639
NAVISTAR	1,810	1,656	1,400	7,774	24,109	21,062
NISSAN	1,503	1,721	1,487	8,778	36,878	23,268
AM GENERAL*	450	450	450	2,070	6,210	650
MISCELLANEOUS*	2,300	2,300	2,300	10,580	31,740	29,900
Total Trucks, U.S.	74,809	80,594	67,113	396,997	1,155,439	1,066,383

CANADIAN TRUCK	Week Ended April 9, 1988	Week Ended April 11, 1987	Week Ended April 2, 1988	March Total	Jan. 1 to April 9, 1988	Jan. 1 to April 11, 1987
Caravan	3,048	—	2,139	13,932	41,988	—
Mini-Ram Van	336	—	231	1,555	3,776	—
Ram Wagon	540	—	470	2,565	6,501	—
Ram Van	1,350	—	1,101	6,416	16,308	—
Total Dodge	5,274	8,610	3,941	24,468	68,553	119,382
Voyager	2,760	—	1,908	12,648	36,888	—
Total Plymouth	2,760	—	1,908	12,648	36,888	—
Wrangler	1,018	—	865	4,870	14,141	—
Total Jeep	1,018	735	865	4,870	14,141	8,502
CHRYSLER MOTORS	9,052	9345	6,672	41,986	121,582	127,884
FORD MTR. (lt. trks.)	3,648	3,371	3,094	16,764	49,751	43,968
Light trucks	3,761	—	2,185	14,485	43,308	—
Vans	1,512	—	871	5,139	16,756	—
Total Chevrolet	5,273	—	3,056	19,624	60,064	—
Light trucks	1,519	—	1,532	8,273	22,047	—
Vans	633	—	677	3,930	9,502	—
Total GMC	2,152	—	2,209	12,203	31,549	—
GENERAL MOTORS	7,425	5,360	5,265	31,827	91,613	52,872
NAVISTAR	225	204	181	1,035	3,005	2,649
Total Trks., Canada	20,350	18,300	15,212	91,612	265,951	227,373
U.S., Canada Trks.	95,159	98,894	82,325	488,609	1,421,390	1,293,756

—Includes window van production. *—Estimated.
Also includes commercial only. AM General includes government-chassised vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Consolidated, etc.
Weekly estimates may contain error of one or two units due to rounding.

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Bricklin's import firm sold in $40 million deal

By John A. Russell
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Auto entrepreneur Malcolm Bricklin has agreed to sell his majority interest in cash-strapped Global Motors, importer of the Yugo and Proton Saga, to a Wall Street investment group in a $40 million deal that would bring new money to Global but would remove Bricklin from the business.

Global President William Prior, who apparently joined Bricklin in engineering the buyout to bring much-needed cash to the organization, would become chief executive and would buy 5.5 percent equity in the company along with chief financial officer Ira Edelson and other top managers. All would stay with the company and would receive stock options allowing them to buy up to 22 percent of the company later.

The change at the top and the cash infusion come at a time when Global is facing increasingly severe problems — expensive incentives and poor sales of the Yugo and high development costs for the Proton Saga, which Global intends to import from Malaysia in early 1989.

Yugo sales declined 35 percent from last year in the first quarter of 1988, and last week the research firm J.D. Power and Associates reported that 20 percent of Yugo dealers would consider dropping their franchises within the next year.

In an interview at his Colorado ranch last week, Bricklin said he plans to start a youth

see BRICKLIN, page 56

AUTOMOTIVE NEWS/JOHN A. RUSSELL
Bricklin at ranch where he'll start youth camp

GM drops two curbs on dealers

Public ownership, more stores OK'd

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors has changed its policy that restricted the number of GM stores one dealer could have and dropped its corporate opposition to public ownership of car dealerships.

Claude N. Moore, GM vice president of customer sales and service, said the policy changes are designed to give more autonomy to the marketing divisions. The changes will allow the divisions to more quickly and easily appoint quality dealers, he said.

"It removes the corporation as a judge and policy maker," Moore said in an interview last week.

The policy changes directly relate to a new emphasis on customer satisfaction and the customer satisfaction index, GM officials said.

"Bob Stempel has set the tone," Moore said of the automaker's president. "Customer satisfaction is the main goal that we all have."

The corporation notified all GM dealers of the policy changes in an April 8 letter from Moore.

Until March 1985, a dealer was allowed to be a dealer-operator in just one dealership although he could be an investor in up to nine more if there were buyout agreements.

In March 1985, that policy was liberalized to allow a dealer to be dealer-operator in up to five dealerships and an investor in up to five more.

Moore's letter said "recent experience has demonstrated" that even the modified dealer investment restrictions were "not necessarily appropriate in today's business climate."

Moore's letter also mentioned the review of the subject of public ownership of dealerships.

"Henceforth," the letter said, "each vehicle division will be in a position to consider proposals involving public ownership on a case-by-case basis."

In an interview, Moore said the policy changes are not related to the development of the new Saturn franchise. He also said he knew of no planned public stock offerings by GM dealers.

Reaction to the policy changes among dealers was favorable, although there did not seem to be any surprise because of remarks made by GM Chairman Roger B. Smith at the National Automobile Dealers Association convention in San Francisco last February.

At that time Smith said GM was

see GM, page 58

OUTFOXED

VW slices Brazil imports, blames soaring inflation

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

TROY, Mich. — Volkswagen United States expects to sharply curtail import of its popular Fox model because rising costs of exports from Brazil threaten to push the car out of the price-sensitive entry-level market.

The company plans to reduce production headed for North America by as many as 20,000 units over the next 18 months. Currently, about 80 percent of North American imports go to the United States and the balance to Canada.

The projection comes as raging inflation and other economic problems in Brazil have forced VW to pay more for the Foxes it buys from Autolatina, Volkswagen AG's joint venture with Ford Motor Co.

"If the car becomes non-competitive from a price point of view, your volumes are going to suffer," said a Volkswagen of America spokesman. He stressed, however, that even at anticipated lower volumes the car will be no less important to Volkswagen.

The development is a considerable setback to Brazil. Its auto exports are important revenue earners (about $320 million last month) as the country negotiates the rescheduling of its massive debts with Western banks.

The country's inability to control inflation — now around 20 percent a month — brings into question the future of sourcing entry-level cars from less developed countries, whatever the attractions of cheap labor rates.

VW introduced the Fox as its low-cost model in early 1987. Prices have been lifted three times since

see FOX, page 58

BIG PAYDAYS IN DETROIT

Harold Poling $10.87 Million	Donald Petersen $3.73 Million	Philip Benton Jr. $3.23 Million	A[illegible]our [illegible] Million	Louis Ross $2.44 Million

		1987 Salary	1987 Bonus	Options exercised	Total
H. Poling	Ford vice chairman	$808,697	$2,000,000	$8,060,272	$10,868,969
D. Petersen	Ford chairman	929,934	2,800,000	0	3,729,934
P. denton Jr.	Ford exec vp	413,167	1,370,000	1,481,809	3,231,527
A. Gilmour	Ford exec vp	379,718	1,370,000	999,937	2,749,655
L. Ross	Ford exec vp	452,568	1,370,000	619,884	2,442,452
R. Smith	GM chairman	867,000	800,163	513,121	2,180,284
F.J. McDonald	GM retired pres	467,000	450,090	382,898	1,299,988
F.A. Smith	GM exec vp	506,000	500,118	276,373	1,282,491
R. Stempel	GM president	517,000	600,030	73,523	1,190,553
D. Atwood	GM vice chairman	538,000	575,055	56,049	1,169,104

Complete Proxy - 10K Deta[illegible] . . . Page 53

Pickup war intensifies

GM hikes output, Ford spikes ads

By Louise Kertesz
and Raymond Serafin
AUTOMOTIVE NEWS STAFF REPORTERS

With sales of their new full-sized pickups blazing the way, Chevrolet and GMC are challenging Ford's lead in the hot full-sized market by adding production, and Ford is re-[illegible] $200 million advertising war for truck sales leadership.

Announcing the addition of a second shift at its Pontiac East assembly plant — which produces the new pickups — GM's truck and bus group said it sold 350,000 of the new full-sized Chevrolet and

see PICKUPS, page 54

Ford-Navistar pact eyed

Joint work, engine deal may be on tap

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

RENO, Nev. — Navistar International took center stage at the American Truck Dealers convention, both as the focus of strong reports involving the industry's next major deal and by eliciting the strongest dealer concerns over factory practices.

Reports that Navistar and Ford Motor Co. may be close to a deal involving either a joint venture in heavy trucks or an acquisition by Ford of Navistar's 7.3-liter engine operations continued to heat up.

Navistar Chairman Neil

see FORD-NAVISTAR, page 54

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